

## **CareerBuilder.com Revolutionizes Job Search With New Job Matching Technology**

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CareerBuilder.com, the nation's largest online job site with more than 20 million unique visitors\* and over 1 million jobs, announced it is revolutionizing job search with a smarter, more intuitive technology that automatically recommends positions to job seekers based on their resumes, applications or job search behavior. The new technology helps to minimize time spent searching for the right job by maximizing relevant results and proactively delivering them in real time.

Phases of the technology are being introduced this year. Currently, job seekers registered on CareerBuilder.com can view jobs suggested by the site based on skills and interests indicated in their resumes by clicking on the "Recommended Jobs" link on the home page. In addition, when a job seeker applies to a position, CareerBuilder.com instantly displays a list of similar positions for consideration.

In Phase II, CareerBuilder.com will be offering recommendations based on the job seeker's behavior such as how they are searching and which links they are clicking on to view. CareerBuilder.com is also introducing a free text search box that enables job seekers to type in sentences about their background, ideal jobs and what they consider to be most important such as location, salary or other factors. The site then scans job postings and uses a comprehensive set of metrics to weigh key factors to find the best matches. This broadens the criteria job seekers can use to search beyond keywords, categories and locations to further zero in on the most relevant jobs.

"CareerBuilder.com is always exploring new ways to enhance the user experience and expedite the process for connecting the right people with the right jobs," said Matt Ferguson, CEO of CareerBuilder.com. "Our new job matching technology is raising the bar for online recruitment and providing more options for the 20 million-plus unique visitors who come to our site every month."

In addition to the job matching technology, CareerBuilder.com is implementing a full menu of unique services to aid in job hunting and career management:

- Video Vault: Job seekers today can choose from a library of video clips featuring career experts, corporate leaders and people who are currently in the jobs they want. They can create their own play list of favorites from nine different channels: career advice, education and training, career profiles, management, work/life, small business, diversity, human resources and employee rights.
- Mobile Recommendations: In the upcoming weeks, job seekers can receive job recommendations "on the go" by having them sent directly to their mobile phones. Job seekers can either save the job for when they log into the site via the Internet or sign up for an option to apply instantly to recommended positions through their phones.
- Podcasts: Also in the upcoming weeks, CareerBuilder.com's panel of career experts will be launching a series of podcasts on everything you need to know about hiring trends, job search, careers and workplace issues. Stay tuned.

\*comScore Media Metrix, March 2005. The CareerBuilder Network is a custom aggregation of CareerBuilder.com traffic as well as job search traffic to career centers CareerBuilder powers for partner sites such as Tribune Company, Gannett, Knight Ridder and others.

### About CareerBuilder.com

CareerBuilder.com is the nation's largest online job network with more than 20 million unique visitors and over 1 million jobs. Owned by Gannett Co., Inc. , Tribune Company , and Knight Ridder, Inc. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the career centers for more than 550 partners that reach national, local, industry and niche audiences. These include more than 165 newspapers and leading portals such as America Online and MSN. More than 30,000 of the nation's top employers take advantage of CareerBuilder.com's easy job postings, 11 million-plus resumes, Diversity Channel

and more. Millions of job seekers visit the site every month to search for opportunities by industry, location, company and job type, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information about CareerBuilder.com products and services, visit <http://www.careerbuilder.com/> .

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